

PSA Presentation

Distracted Driving

By Kevin Hollowink

What is distracted driving?

Distracted driving is driving a motor vehicle while also engaged in another activity, most of the time distracted driving involves the use of a cell phone while you're driving.

Why is it a problem?

Distracted driving is a major problem going on around the world right now. There are studies and statistics that show that distracted driving increases your chance of getting in an accident. Distracted driving is a big problem among teenagers as many teenagers get caught. In the USA, there is an average of 9 people that die a day from distracted driving and over 1000 people everyday that get injured.

Target audience for my PSA

The target audience for my PSA is everyone with a license. It is important to teach new drivers about the dangers of distracted driving and all of society must be educated on it.

What is the message of my PSA?

The message of my PSA is to show people just how dangerous distracted driving is, specifically with a cellphone and that it is never okay. People today rely on their cell phone for a lot, but you cannot rely on your cell phone to help you drive.

Additional facts about distracted driving

- The only time you can ever use your cell phone while driving without being charged is if you're calling 9-1-1.
- Drivers who are distracted by a cell phone are 23 times more likely to get in a car accident than drivers who are focussed.
- $\frac{1}{3}$ students in Ontario have admitted to texting while driving at least once in 2017.
- There is nearly 4 million car accidents a year in North America because of distracted driving.
- Distracted driving is the cause of 20-30% of car accidents.

Is one message really worth it?

Your phone will help you with a lot... but not with driving. Know the consequences of texting and driving.

